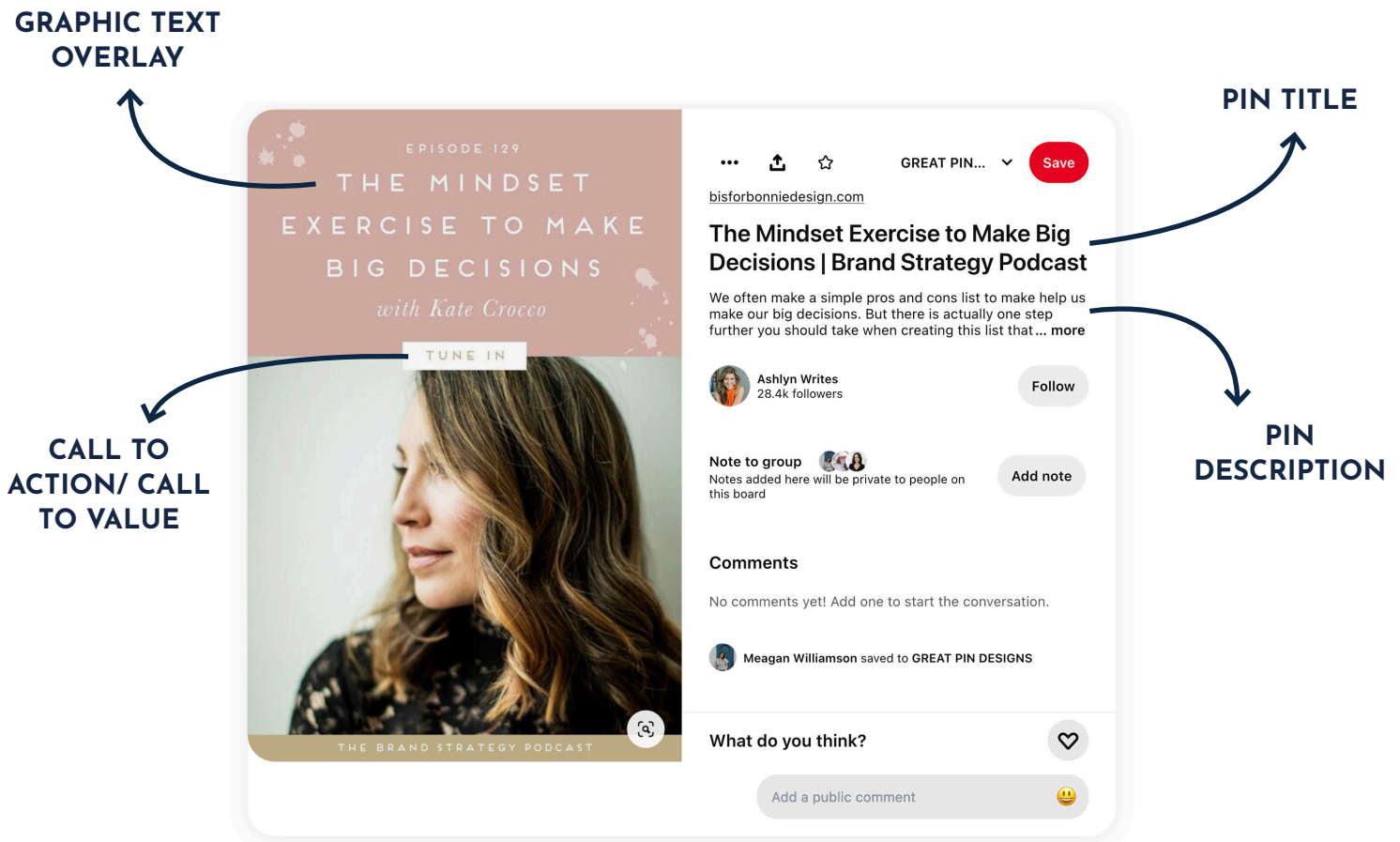# EXPERT DRIVEN PINTEREST MARKETING PROMPTS FOR CHATGPT

Get better results in less time

meagan williamson.

YOUR PINTEREST PIN COPY - ANATOMY OF A PIN

GRAPHIC TEXT OVERLAY

PIN TITLE

CALL TO ACTION/ CALL TO VALUE

PIN DESCRIPTION

Using the right information and prompts will help you create Pinterest expert approved Pin copy.

SHARE THE FOLLOWING EXTRA INFORMATION TO GET BETTER RESULTS/OUTCOMES:

☐ Your professional title(s) or what you call yourself

☐ What specific keywords you want included - this includes variations or different phrases used to describe the subject matter of the Pin

☐ Ideal audience information (who do you serve?)

☐ What your audience can expect to get or learn from the thing you are linking to (blog post, sales page, workshop opt in, product collection etc)

INSTRUCTION & NOTES:

Use the following prompt to have ChatGPT help you craft or get started with your Pinterest related copy.

BEFORE YOU USE YOUR PROMPTS, GET PREPARED. SHARING THIS INFORMATION TO CHATGPT WILL DRIVE BETTER RESULTS:

- ☐ The text related to the blog post, landing page, sales page, product page etc. If you do not have the actual copy written, an outline will suffice.

- ☐ What specific keywords you want included or to be considered - knowing what keywords to use can be a strategic choice that we shouldn't always leave up to the robots to decide! You may also want to consider use niche, specific keywords or a keyword phrase a competitor failed to use

- ☐ Ideal audience information (who do you serve?)

- ☐ Consider what types of action you hope the Pins will inspire (it helps to brain dump this ahead of time - what do you want this content to do for you? What purpose does it serve?)

The wonderful thing about Pin titles - is they are best thought of being a keyword rich HOOK. Much like before, if you can provide the blog post outline or actual blog post to ChatGPT OR product description or sales page, this information will be highly useful for ChatGPT to use to write BETTER Pin titles for you.

Pin titles or hooks can be used both for text overlay on your Pinterest graphics and/or your Pin titles.
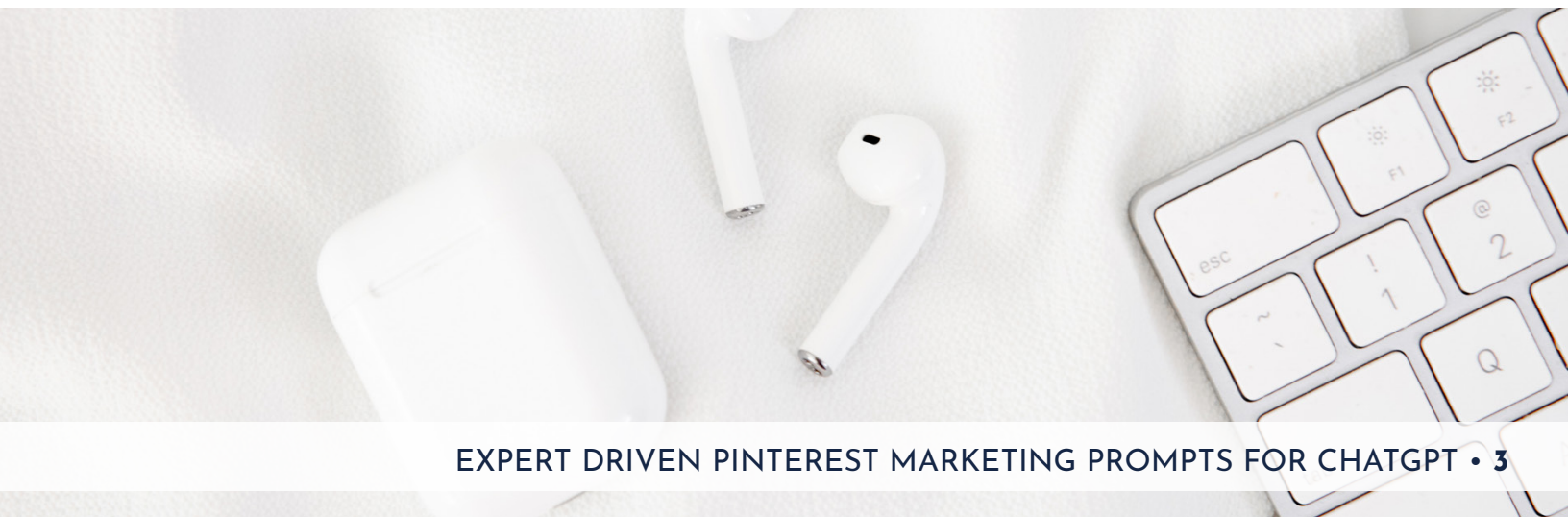
PROMPT:

I want you to create Pins that will go to my blog post to make it easier for people to find the blog post and make it easier for people coming from Pinterest to find the exact content they are interested in. Please write at least 20 hooks that align with this blog post. It should be seven words or less and have power words or words that elicit an image or visual. I want people to click on the images on Pinterest and want to read more. Consider using some of the following keyword phrases [insert most relevant keyword phrases].

[insert blog post, product page, sales page, relevant detailed information for it to work with]

If you need a secondary prompt, list which Pin titles you liked and and ask it to suggest more and list words to avoid if it used words you don't want to use. [insert list of top 5 Pin titles or hooks suggested as examples]

PROMPT:

Write a 3 Pinterest Pin descriptions that are 500 characters long each that align with this blog post [or whatever you are providing as information] using the following Pinterest keywords: [insert keywords and interest tags here]. Do not include any hashtags. The descriptions should use variations of the root keyword - and provide clarification to the user what they will get when they go to read the blog post. This is meant to provide more information than the Pin titles and make the content keyword rich so it is discoverable. Please include a call to action or call to value at the end of the description. Make the CTA persuasive and interesting.

[insert copy from blog post, product page, sales page, relevant detailed information for it to work with]

PROBE FURTHER - SECONDARY PROMPT FOR BETTER INFO - For this topic, can you do some keyword list/stuffing for keyword phrases related to [insert most relevant keyword phrase].They do not need to be sentences, please refine and just make them be keyword phrases

Use these keywords to add to the end of shorter descriptions where you have more available space for relevant, keyword variations

FOR PINTEREST GRAPHIC AND/OR DESCRIPTIONS

PROMPT:

Consider the above information and that I want to drive traffic to the full blog post, can you suggest 10 calls to action or calls to value that are concise (4 to 7 words only) and make sense to put on the Pinterest graphic images and in the Pin descriptions to entice users to go to the website? Do not use the phrase "click here".

DOWNLOAD THE PROMPTS TO GOOGLE